

Subject: Results from Fleet Week Visitor Surveys

From: "Baker, Arley" <ABaker@portla.org>

Date: 11/03/2017 03:35 PM

To: Jonathan Williams <jwilliams@lafleetweek.org>, Jenny Sova <jsova@lafleetweek.org>, "Adams-Lopez, Theresa" <TAdams-Lopez@portla.org>, Lorena Parker <Lparker@sanpedrobid.com>, "Galvin, Michael" <MGalvin@portla.org>, Elise Swanson <eswanson@sanpedrochamber.com>, "Mike Shatynski" <mikeshatynski@gmail.com>, "Graychik, Mike" <MGraychik@portla.org>, Todd Caleca <tcaleca@labattleship.com>, "Camello, Jacob" <JCamello@portla.org>, "Cham, Michael" <MCham@portla.org>, Jeff Gorell <jeff.gorell@lacity.org>, "DiBernardo, Michael" <MDiBernardo@portla.org>

Happy Friday, JW and everyone,

Our new team member Jacob Camello folded the LAFW Foundation post-event survey data into POLA's on-site survey results deck. So we have a good sampling of feedback. You are the first to see this info. You will see that we need to tighten a few questions next time around. That said, among other points, this data underscores that LAFW does the following:

- Delivers an overwhelmingly positive visitor experience
- Shows favorable impressions of the LA Waterfront as a visitor destination
- Meets our goal of attracting out-of-area, infrequent visitors to the LA Waterfront
- Provides visitor traffic to surrounding businesses/attractions

Please let Jake know if you have any questions or want to dig deeper into the raw data.

Very Respectfully,

Arley M. Baker
Senior Director
Port of Los Angeles Communications Group

Direct: (310) 732-3093
Email: abaker@portla.org
Fax: (310) 831-6936

The Port of Los Angeles
425 S. Palos Verdes Street San Pedro, CA 90731

America's Port!

From: Jonathan Williams [mailto:jwilliams@lafleetweek.org]

Sent: Thursday, October 12, 2017 12:30 PM

To: Jenny Sova <jsova@lafleetweek.org>; Baker, Arley <ABaker@portla.org>; Adams-Lopez, Theresa <TAdams-Lopez@portla.org>; Lorena Parker <Lparker@sanpedrobid.com>; Elise Swanson <eswanson@sanpedrochamber.com>

Subject: Re: Fleet Week Survey

Attached is the additional feedback as well.

On Thu, Oct 12, 2017 at 12:24 PM, Jonathan Williams <jwilliams@lafleetweek.org> wrote:

All-

Please see the attached results from the LA Fleet Week Foundation survey.

We will utilize some of this information to tailor next years sponsorship package as well.

Let me know if you have any questions.

--

Kind Regards,

Jonathan Williams

President | LA Fleet Week Foundation

President & CEO | Battleship IOWA Museum

LA Fleet Week Foundation

Office/Fax: [\(310\) 971-4461 ext. 709](tel:(310)971-4461)

Website: www.lafleetweek.org

Facebook: <http://www.facebook.com/lafleetweek>

Twitter: <http://www.twitter.com/lafleetweek>

Instagram: <http://www.instagram.comlafleetweek>

--

Kind Regards,

Jonathan Williams

President | LA Fleet Week Foundation

President & CEO | Battleship IOWA Museum

LA Fleet Week Foundation

Office/Fax: (310) 971-4461 ext. 709

Website: www.lafleetweek.org

Facebook: <http://www.facebook.com/lafleetweek>

Twitter: <http://www.twitter.com/lafleetweek>

Instagram: <http://www.instagram.com/lafleetweek>

-----Confidentiality Notice-----

This electronic message transmission contains information from the Port of Los Angeles, which may be confidential. If you are not the intended recipient, be aware that any disclosure, copying, distribution or use of the content of this information is prohibited. If you have received this communication in error, please notify us immediately by e-mail and delete the original message and any attachment without reading or saving in any manner.

— Attachments: —

New Temp LA Fleet Week Visitors Survey FINAL.pdf

6.0 MB